



## FURTHER OPTIMIZING YOUR REAL PRO SYSTEM

There are a number of things you can do on your Real Pro site to help with the search engines. The search engines pick up anything in text, so the more text you have on your site the better off you are. You also want the text to be fresh, meaning not a duplicate or copy of something they can find on another site. Make sure it's original. Here are a few areas that you can work on to assist you with the search engines.

**1) Change your Welcome Statement:** Make sure you include terms like your market areas, links to any other websites you have, statements about what you handle, neighborhoods, communities, etc. (My Website/Appearance/Welcome Statement)

**2) Make sure your main site URL is registered for more than two years.**

**3) Create Custom pages and/or Suggested Reading pages:** Create pages on your local neighborhoods or communities. For an example, see <http://www.galandhaas.com/Ferry-Street-Bridge-Real-Estate>. You can even add links and dropdowns in your Welcome Statement to these custom pages. Each Custom Page has its own SEO settings. When building the page you will see a section called Resource Custom SEO. Click on Show Settings. The SEO Page Title is what is the title at the very top of your browser when you bring up the web page as well as the tab in Internet Explorer. The SEO Friendly Title is what is shown next to what looks like a little piece of paper to the left under your buttons when you bring up the page. (My Website/Resources/Custom Pages or Suggested Reading)

If you don't have the time or energy to create these community pages, we currently have a service that can do it for you. Below is information.

### Custom community pages are:

1. Approximately 400-600 words in length
2. Researched and written based on available and provided resources
3. Optimized for a specific search term
4. Implemented into the website menu structure
5. Formatted to include customized links, including IDX/Broker links, if applicable
6. Formatted to include a main image, or embedded video if provided

Services are offered as a package, or ala carte, depending on agent need.

### Package Pricing:

The community package starts at \$399, and includes three optimized community pages, plus a featured landing page linking to the individual articles. Additional community pages are available for only \$119 each. A community package can be upgraded with a Google map summary page for an additional \$199.

### Ala Carte Pricing:

Custom Community Page - \$150  
Google Map Page (up to 10 areas) - \$300

Sample community pages include:

<http://www.utahburden.com/AldenBridge/>

<http://www.roblevy.com/Northwest-Portland-Oregon-Real-Estate>

<http://www.roblevy.com/Southwest-Portland-Oregon-Real-Estate> (with agent provided video)

**4) Add Video.** Add video such as from YouTube or Vimeo to your home page (My Website/Appearance/Welcome Statement) and any custom pages you created.

**5) Create Blog posts at least once a week** if possible. (Other Services/Blog) (*Gold & Platinum Only*)



**6) Check your SEO Settings:** Make sure the Global Website SEO Values are correct. The company should be your name or your teams name unless you own the company. The city field should only list your primary or most important city. Do not add numerous cities into this field. If you must add more than one, do not separate them by commas. Make sure the state is correct and spelled out. The Webpage SEO Values are already set up for you but if you have a lot of knowledge about SEO you can modify each page below. (My Website/Admin Tools/SEO Settings)

**7) Add Inbound Links:** Have people (businesses and/or friends) place a link to your website onto theirs.

**8) Add Outbound Links:** Add website links to the links page of your website. Examples of links to add would be links to your local city websites, chamber of commerce, the local newspaper, etc. (My Website/Links)

**9) Populate your biography.** (My Website/Agent Biographies)

**10) Populate your About Us area** with maybe your mission statement, a summary of your team or services, etc. (My Website/Agent Biographies/About Us)

**11) Add Captions and Alt Tags** to your listing photos.

**12) Re-word or customize the Tips and Reports** pages on your site to make them more unique. (My Website/Resources)

**13) Check out your competition.** You can use "Edit-Find" (CTRL + F in most browsers) to look for "keywords" they are using to get their rankings. You can also go to [www.Spyfu.com](http://www.Spyfu.com) (paid with free trial) or [www.SEMrush.com](http://www.SEMrush.com) (currently in beta) to see keywords people are typing in to locate their site.